

5 receiving registration information from a purchaser of at least one base  
6 product, the registration information including identifying information of the  
7 retailer from which the at least one base product was purchased; and  
8 transmitting customization information, the customization information  
9 based, at least in part, on the identifying information of the retailer from which the  
10 at least one base product was purchased;  
11 wherein the base product is operable to receive and store customization  
12 information.

*FI could*  
1 11. (New) The method of Claim 10, wherein the base product is an electronic  
2 device having upgradeable software.

1 12. (New) The method of Claim 11, wherein the base product comprises an  
2 electronic device selected from the group consisting of a remote control, a  
3 personal, digital assistant, a television receiver, and a radio.

1 13. (New) The method of Claim 10, further comprising transmitting instructions  
2 for downloading of customization information.

1 14. (New) The method of Claim 13, wherein the customization information  
2 comprises a software application.

1 15. (New) The method of Claim 13, wherein the customization information  
2 comprises content information.

1 16. (New) The method of Claim 11, wherein the customization information is  
2 transmitted to a personal computer for subsequent communication to the base  
3 product.

1 17. (New) The method of Claim 11, wherein the customization information is  
2 transmitted to the base product.

1 18. (New) The method of Claim 11, further comprising providing advertising  
2 space for the retailer, from which the at least one base product was purchased,  
3 on at least one web page.

1 19. (New) The method of Claim 18, further comprising providing a portal for  
2 access by a purchaser of the base product.

1 20. (New) A method of converting a base product into a modified base product,  
2 comprising:

3 providing at least one base product to each of a plurality of entities, each  
4 entity having indentifying information;

5 receiving registration information, the registration information including  
6 identifying information of the entity from which the at least one base product was  
7 obtained; and

8 transmitting customization information to the at least one base product,  
9 the customization information based, at least in part, on the identifying  
10 information of the entity from which the at least one base product was obtained;

11 wherein the base product is operable to receive and store customization  
12 information.

*Ex/*  
*could*  
1 21. (New) The method of Claim 20, wherein the entity is a retailer, the base  
2 product is an electronic device having upgradeable software, and further  
3 comprising transmitting instructions for downloading of customization information.

1 22. (New) The method of Claim 21, wherein the base product is obtained by  
2 purchase.

1 23. (New) The method of Claim 21, wherein the base product is obtained by  
2 lease.

1 24. (New) The method of Claim 21, further comprising providing advertising  
2 space for the retailer, from which the at least one base product was obtained, on  
3 at least one web page.